



INFOSEC EUROPE 2011

Overview of support program
for U.S. Exhibitors

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ABOUT INFOSEC EUROPE

- **The leading specialist international trade show and conference for the IT Security industry in Europe**
 - Organized by Reed Exhibitions, a global strategic partner of USCS
 - Certified by the U.S. Commercial Service
 - 300+ exhibitors
 - 77 U.S. owned exhibitors, including 12 located in U.S. pavilion
 - 12,500 visitors
 - 250+ industry media representatives
- For 2011, the U.S. has been selected as INFOSEC's "Country of Focus"
- U.S. Pavilion for SMEs plus dedicated meeting space
- Program of added value events and services for U.S. companies

ADDED VALUE SERVICES FOR U.S. EXHIBITORS (1)

- **Event: “Opportunities with the U.S. Department of Homeland Security”**
- **Date:** April 19 **Time:** 11:45 am to 12:45 pm
- **Location:** Information Security Exchange Theater
- **Speaker:** Dr. Tom Cellucci, Chief Commercialization Officer,
Science and Technology Directorate, DHS.
 - The Science and Technology Directorate helps identify new technologies and products of interest to DHS
 - Dr. Cellucci is a renowned entrepreneur, academic and author leading the efforts of the DHS to promote its engagement with the research and private sector communities worldwide
 - To register, visit:
http://www.buyusa.gov/uk/en/tom_cellucci_infosec.html

ADDED VALUE SERVICES FOR U.S. EXHIBITORS (2)

- **Event: “IT Security Industry and Media Networking Reception”**
- **Date:** April 19 **Time:** 5:30 pm – 7:00 pm
- **Location:** Media Room
- **An informal drinks and hors d’oeuvres reception, presenting an opportunity to network with:**
 - IT security media
 - U.S. and UK government
 - Sales and Distribution Channel
 - Fellow exhibitors
 - Specialist UK Business Support providers

ADDED VALUE SERVICES FOR U.S. EXHIBITORS (3)

- **Event: “Selling IT Security Solutions to UK Government”**
- Date: April 21 Time: 8:30 am to 9:30 am
- Location: Information Security Exchange Theater
- Speakers:
 - Dave Gorshkov, UK Trade and Invest (UK government):
“IT Security Opportunities with UK Government”
 - Joseph Brannan, CESG (UK Government):
“Accreditation process for supplying IT security solutions to UK government”

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